# HP 300
# Business Plan

HEWLETT hp PACKARD

## General Systems Division
### April 1979

# HP 300 BUSINESS PLAN

## April 1979

**CONTENTS**

# HP 300 SHIPS NUMBER 100



Photographed above are the technicians responsible for the entire process of testing and repairing each AMIGO System before shipping to customers. The 100th System was shipped to Australia's IP Computer Consultants on March 21, 1979.
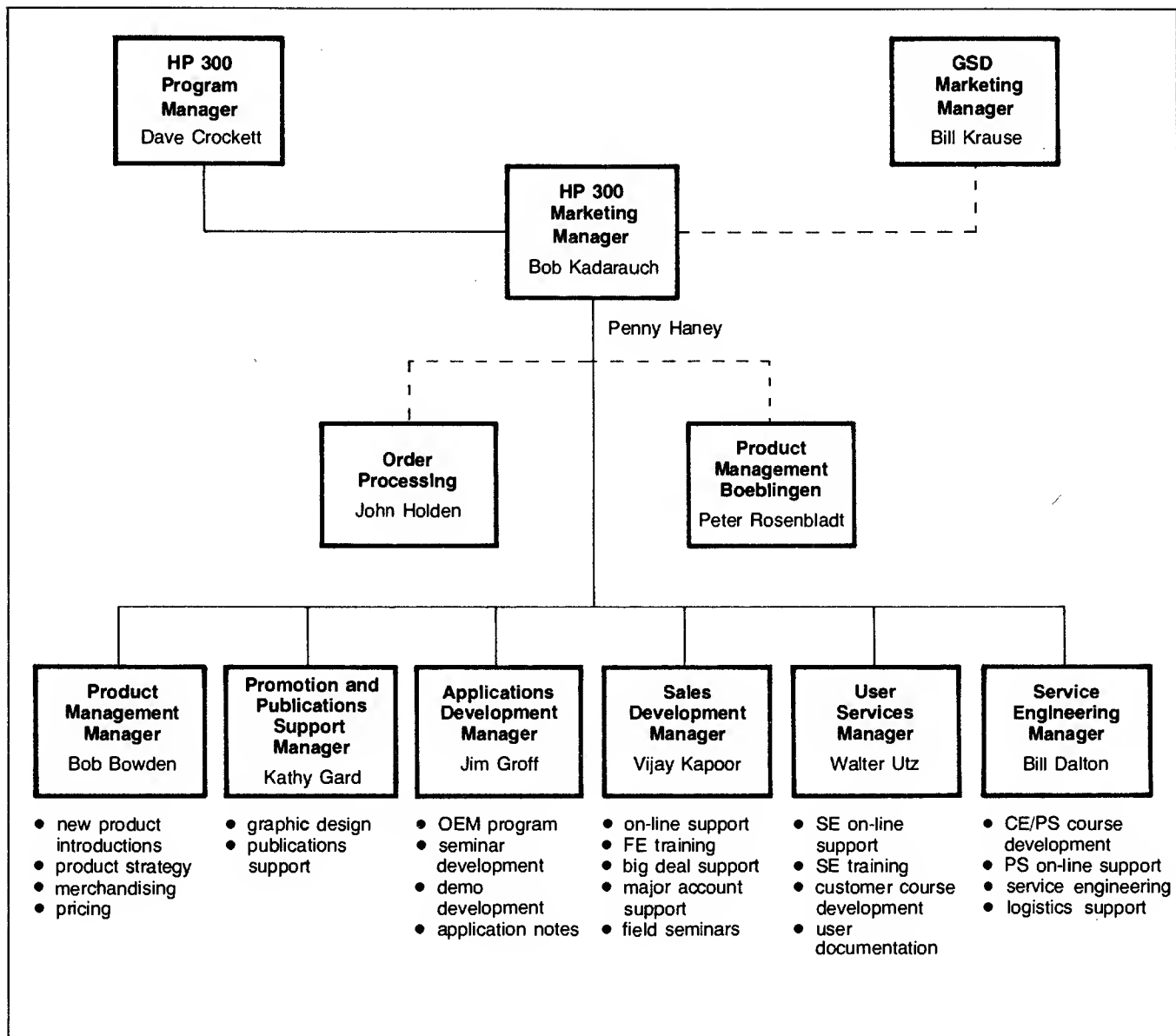
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│ Dave Crockett│                                             │ Bill Krause │
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      │  John Holden  │               │  Peter Rosenbladt │
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| Product Management Manager<br><br>Bob Bowden | Promotion and Publications Support Manager<br><br>Kathy Gard | Applications Development Manager<br><br>Jim Groff | Sales Development Manager<br><br>Vijay Kapoor | User Services Manager<br><br>Walter Utz | Service Engineering Manager<br><br>Bill Dalton |
|---|---|---|---|---|---|
| • new product introductions<br>• product strategy<br>• merchandising<br>• pricing | • graphic design<br>• publications support | • OEM program<br>• seminar development<br>• demo development<br>• application notes | • on-line support<br>• FE training<br>• big deal support<br>• major account support<br>• field seminars | • SE on-line support<br>• SE training<br>• customer course development<br>• user documentation | • CE/PS course development<br>• PS on-line support<br>• service engineering<br>• logistics support |

**Figure 1. HP 300 Program Marketing Organization**

# 1. INTRODUCTION

Almost simultaneously with shipping the 100th HP 300, we've received the 100th HP 300 trade order here at GSD. I'd like to take this opportunity to thank each of you who contributed to making this very important first-half milestone.

Now that the system is fully released, we expect to ship our 200th system by the end of the third quarter. Even more importantly, our engineers can now put greater emphasis on the enhancements which your customers have requested as a result of your first half marketing and selling efforts.

**Our primary focus for the second half remains the same — to provide a high capability automation office vehicle for the BUSINESS OEM — with unique features that give him a unique competitive advantage in his marketplace.** To make the system even more attractive to OEMs, we will introduce on June 1, the HP 300's System Programming Language, SL/300, and the stand-alone IDS, allowing up to three programmers to develop applications simultaneously on the HP 300. Other system enhancements, certain to make the next 12 months a very exciting period for the 300 program, are discussed herein.

Our challenge during the second half is to develop OEM customer successes, on a district by district basis, in order to set the foundation for much greater success in FY'80. To those of you that have installed HP 300 systems in your district, **I'd like to offer the full resources of the 300 program to insure the success of these early customers.** You're already a leg up toward a successful 300 program. To those of you still "300 virgins," we hope that this information covering the 300 product strategy, business focus, and second half marketing tactical plan will help you get on board with the program.

We've called this second half program "Operation Fast-Start," signifying what we hope will give you a fast-running start with the HP 300, allowing you to build the momentum you'll need to go into FY'80. Please read all of the sections of this plan to find out what each department on our team has planned for the rest of FY'79 and beyond. The program is now at the stage where you and your customers can materially effect its directions, so your feedback is invaluable.

The entire worldwide HP 300 team is looking forward to working with you during the next few months to help turn prospects into customers and make those customers successful with the HP 300. Let us know how we can help.

Bob Kadarauch
for the entire HP 300 program team

# HP 300 PRODUCT LINE BUSINESS STRATEGY SUMMARY

To bring powerful, sophisticated computer power directly into the "front-line" of a business — into the individual departments, offices, branches, etc. where the manager and his staff are concentrating on actual business operations, not on data processing.

## APPLICATIONS

- Operations Management
- Office Automation
- Computer-aided Decision Making

## PRODUCT LINE FOCUS: "OFFICE INFORMATION SYSTEM"

- Local Control — local data base and processing power
- Dedicated Processing — core applications pre-programmed by a computer pro
- Operatorless — operable by everyone
- Programmerless — directly accessible by the decision-maker
- Office Environment — designed for inclusion in the user's office

## CUSTOMERS

- Business OEM s
- Large End Users
- Early Adopters/"Pioneers"

## APPLICATIONS DEVELOPERS

- Business OEM s
- Central EDP
- HP

## USERS

- Business Personnel
- Managers

## PRODUCTS

- Family of Integrated Systems — designed for office use
- Powerful Architecture and Operating System
- Friendly System/User Interface
- IDS — breakthrough in information presentation
- Special-Purpse, Function-Oriented Terminals
- SCHEMA-Based Data Management
- Paperless Software Development — commercial languages
- Distributed Systems
- CMOS/SOS LSI Technology
- High Product Quality/Reliability

# 2. BUSINESS STRATEGY

The HP 300 is the beginning of a totally new product line for HP which has as its major business concentration objective —

**To bring powerful, sophisticated computer power directly into the "front-line" of a business — into the individual departments, offices, branches, etc. where the manager and his staff are concentrating on actual business operations, not on data processing.**

## CUSTOMERS

Because the HP 300 is the start of an entirely new product line — built on new technology as well as new concepts in the way computers should be used — our early customers will be **innovators** or **pioneers**, with a technology orientation, anxious to prove to themselves and their users that there is a better way. The HP 300 today offers this user a:

**High capability office automation vehicle with unique features that, when exploited by his software, give him a unique competitive advantage in his business or marketplace.**

In the next six months we should find these innovators in both **large companies** for multi-site installation in sales offices, service offices, distribution centers etc. and **Business** OEMs who add applications software and expertise, and resell a complete "turnkey" system to their customers.

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**HP 300 BUSINESS OEM TARGETS**

- **System/32 and System/34 software houses** with RPG applications for conversion to the HP 300.

- **Larger systems houses and timesharing companies** who will exploit unique HP 300 capabilities to create high-value-added applications.

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**HP 300 Application Developer** is a computer professional, a specialist in applying systems to solve problems. Typically, the more "systems programming" oriented an application developer is, the more the HP 300's sophistication and architectural features will appeal to him. Applications development is done by the Business OEM, by Central EDP in a large company, or as part of HP's own manufacturing applications effort.

**The Application Users** of the HP 300 are business personnel — clerks, secretaries, managers. All these users share one important characteristic — they are not EDP personnel and have little or no EDP expertise. The HP 300 is designed to simplify system operation and make possible direct system use by business personnel, with a minimum of system expertise.

Application Developer | Application User

Business OEM → Office
Small-medium sized firm

HP 300 → Central EDP
HP → Office, branch department
Large corporation
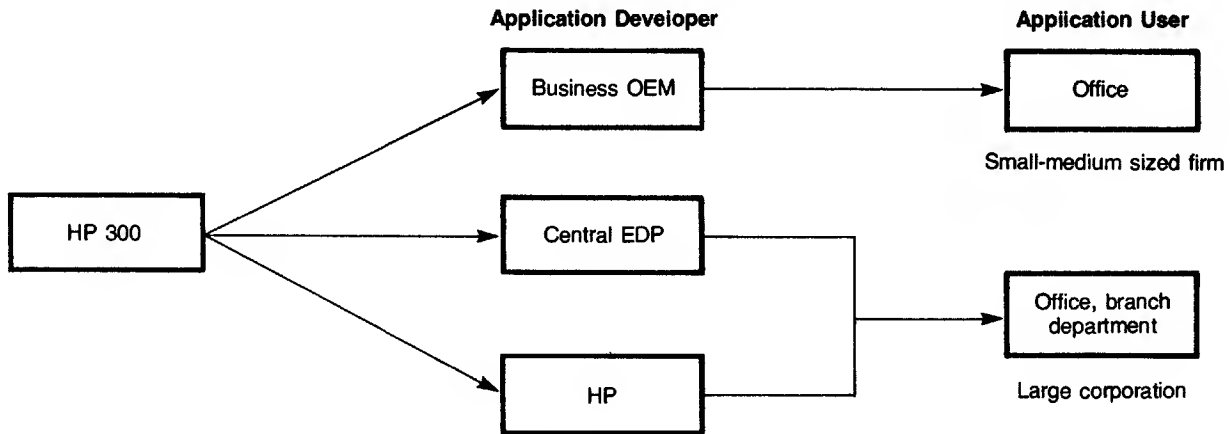
**Figure 2. The HP 300 User vs. Application Developer**

The local data base and processing power of the HP 300 can be by **applications programming** to provide two different types of system access. On the one hand is **dedicated processing** — the pre-programmed functions available at the HP 300 application terminals for day-by-day operation. On the other hand is **computer-aided decision making** — unscheduled, ad hoc management access to information that supports decision making.

**Dedicated Processing** | **Computer-aided Decision Making**

- Function selection
- Data entry
- Inquiry
- Document handling
- Data movement
- Reporting

Daily system operations | Applications | Local database and processing power | Programming | Mgt. access to info.

- Ad hoc inquiry
- Data analysis
- "What if"
- Report generation

**Figure 3. HP 300 Office Information System**
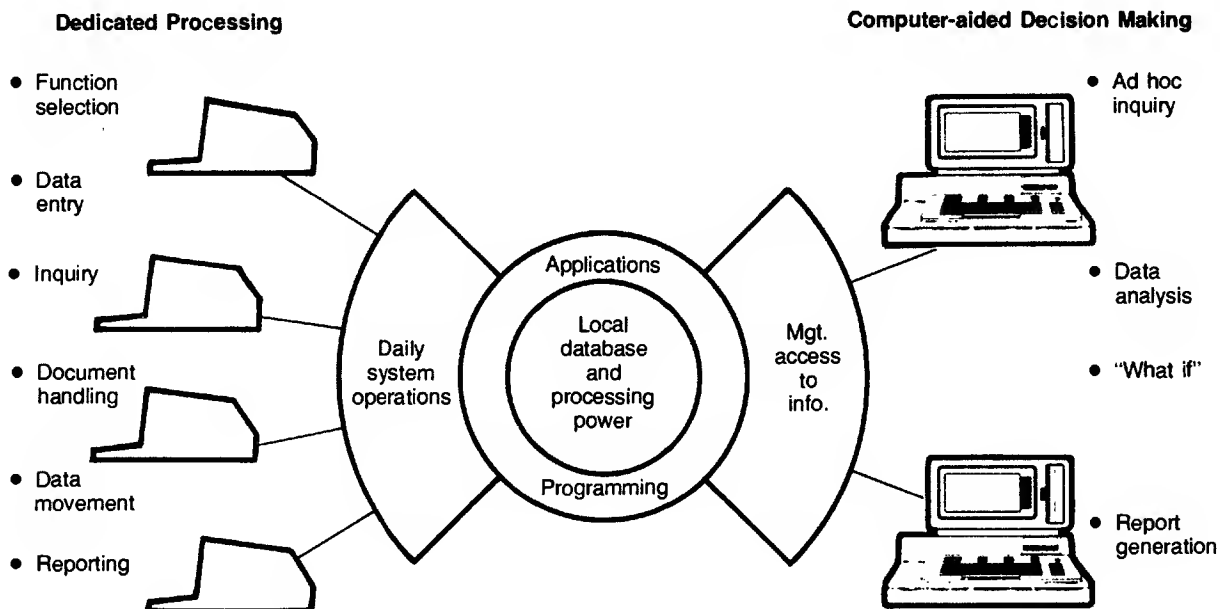
# APPLICATIONS

Because the HP 300 is an extremely flexible, general purpose, computer system it is suited to a broad range of specific applications. As a result of its unique capabilities, however, it is especially applicable in three major areas which form our **Application Focus.**

- **Operations Management** applications are those which support the "front line" management of daily business operations. Examples include a purchasing application in a manufacturing company, or a dispatching/billing application in a service center. The HP 300 is ideally suited to these applications because of its easy-to-use, online orientation and its unique features to support decision-making.

- **Office Automation** applications are those that computerize clerical and administrative functions. Examples include personnel record-keeping and administration or sales quote generation. Many of these applications will involve a combination of data processing and text processing. The HP 300's simplicity of operation and office "fit" make it an ideal office automation vehicle.

- **Computer-aided Decision Making** applications use computer power to analyze and organize data, and present it in a form that supports decision-making. Examples include modeling and simulation applications for financial planning or budget preparation. Often these applications fall into the "what if" category. The HP 300's processing power, architecture, and data management capabilities are crucial to this type of application, and the IDS offers additional value for analyzing and viewing many different aspects of a problem concurrently.

By bringing powerful, sophisticated computer power directly into the "front line" of a business — where the action is — we intend to make a fundamental marketplace innovation — **The HP 300 Action Computer.**

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**FIVE KEY CHARACTERISTICS OF AN ACTION COMPUTER SYSTEM**

**Local Control — local data base and processing power:** The operating manager is given a system powerful enough to solve his problems his way, focused on his objectives, responsive to his priorities. Local control eliminates dependence on outside shared EDP resources, and the system can be locally cost-justified based on the value of the information it provides.

**Dedicated Processing:** The system is focused on daily processing, with a core set of applications pre-programmed by a computer professional. This applications implementor is offered a powerful complement of architectural features and programming tools for implementing, customizing and fine-tuning applications.

**"Operatorless" System Operation:** The system is simple enough to be operated by everyone as part of their daily tasks, with minimal training. It does not require an EDP staff or a trained "computer operator" to support daily operaiton.

**"Programmerless" System Access:** The system is designed as a tool for computer-aided decision making. Stored information can be accessed, manipulated, analyzed and examined directly by the decision-maker or.manager, without the need to involve a programmer for each new request.

**Office Environment:** The system is designed for inclusion in the user's office as easily as other office equipment. It easily adapts to growth, relocation and change without disrupting daily processing activities.

# TOP TEN HP 300 DESIGN THEMES

- **Family of Integrated Systems — designed for office use:** The HP 300 contribution is a unique blend of architecture, hardware, software and packaging that functions as an integrated system. Our concentration will continue to be on complete systems with integrated packaging. Ongoing development work will expand the HP 300 into a family of compatible processors, and the range of supported peripherals will also be significantly expanded.

- **Powerful Architecture and Operating System:** A sophisticated operating system like AMIGO/300 is an essential foundation for office computing. Virtual memory and a very large addressing space remove the architectural restrictions of conventional "small business systems," and multiprogramming/multitasking offers a variety of modern programming structures. Future operating system development will provide even more powerful architectural capability and significantly improve system performance.

- **Friendly System/User Interface:** The IDS features, combined with the AMIGO/300 command language, spelling correction, and HELP are key to making the HP 300 system "friendly" and easy to operate.

- **IDS — breakthrough in information presentation:** The IDS features are a fundamental contribution of the HP 300, offering a new level of man/machine interface. The capabilities of the IDS are currently available to multiple concurrent users through the HP 300 Workstation. Future "IDS terminals" will extend this capability even farther.

- **Special-purpose, Function-oriented Terminals:** The HP 300 system supports a wide spectrum of "terminal" devices, from HP 262X and 264X terminals for general applications use to the IDS for more complex applications. Future support for data collection terminals will expand this concept of "matching the terminal's capabilities to the job to be performed".

- **SCHEMA-based Data Management:** The IMAGE/300 Data Base Management System and AMIGO/300 File Management System offer the application designer a wide range of data management alternatives, from which he can choose those that best meet his needs. Future addition of a file schema processor and data access tools will make use of file/data base schemas to give non-programmers high-level, natural data access for decision-making.

- **Paperless Software Development — commercial languages:** The HP 300's language subsystems provide a fully integrated, highly interactive programming environment that improves programmer effectiveness. Commercial languages such as Business Basic, RPG and FORMS/300 will be expanded with the addition of new languages [such as COBOL/300] and new application tools.

- **Distributed Systems:** Local HP 300 systems distributed throughout a company ultimately require the sharing and exchange of information with each other. Development currently underway will allow a distributed network of HP 300's to function as a single, logical distributed system, permitting transparent access to remote resources. In addition to this "distributed function multiprocessing" capability, traditional data communication connections to the HP 3000 and IBM systems will also be available.

- **CMOS/SOS LSI Technology:** CMOS/SOS technology will form the basis for future HP 300 price/performance improvement, as it forms the basis for the system's operation today. In combination with use of other leading-edge IC technology, the HP 300 should experience the customary 30%/year price/performance improvement that has characterized HP systems in the past.

- **High Product Quality/Reliability:** The quality and reliability of the HP 300 are the key to satisfied customers and ongoing business relationships, and they remain our highest commitment.

# 3. NEW PRODUCT DEVELOPMENTS

**Question: What do you do with ≃ 100 designers and system programmers once the system they've been working on for five years is completed?**

**Answer: You put them to work on the almost infinite list of enhancements and new products aimed at making the HP 300 the best office information system in the industry.**

**The next few pages summarize the new capabilities planned for the HP 300 during the next 18 months.**

## SHORT TERM (FY '79) ENHANCEMENTS

As part of the June New Product Tour, we will be announcing several major, new capabilities to the HP 300 Computer System. **All of these capabilities will be shippable this year as indicated in Figure 6.**

### SYSTEM LANGUAGE/300 (SL/300)

This is a new language and an important enhancement to the HP 300. It gives third-parties and other software specialists the ability to more closely fine-tune and tailor their software to the needs of their applications. In the hands of the knowledgeable user, SL/300 gives the potential for more fully utilizing the features of the HP 300's advanced architecture, for greater performance optimization, and for higher programmer productivity then available from other languages. System Language/300 (former code name: SPLII ) is the language used by our lab in developing all of the software of the HP 300: operating systems, languages subsystem, data base management, etc. Like other block structured languages (SPL, Pascal, PL/1, Algol), SL/300 allows programs to be implemented using structured programming concepts, important in controlling large projects.

### FORMS/300.

Also for increased programmer productivity, a built-in facility for easily creating multi-terminal, full display forms has been added. It uses the full features of the IDS to interactively create forms (including Display Enhancements) that can be used directly by multiple RPG II (and Basic) programs from several application terminals and the IDS.

### HP 300 WORKSTATION AND UPGRADE

What looks like an HP 300, acts like an HP 300 (full IDS capabilities), but is about one-third the price (even less with the demo development discount)?!? The HP 300 Workstation! The Workstation can be added directly to an existing HP 300 for multiple-station program development and applications that benefit from the advanced IDS features (windowing, softkeys, scrolling, attention key, etc.). Also, the Workstation can be upgraded on-site into a fully configured HP 300 Computer System (total cost, fully upgraded: within $500 of the HP 300 itself). This allows us to increase our emphasis on the IDS concept today as we move over the next year to much lower cost IDS capabilities. It also allows software specialists the value-added potential of the IDS, as well as the ability to develop programs from more than one station.
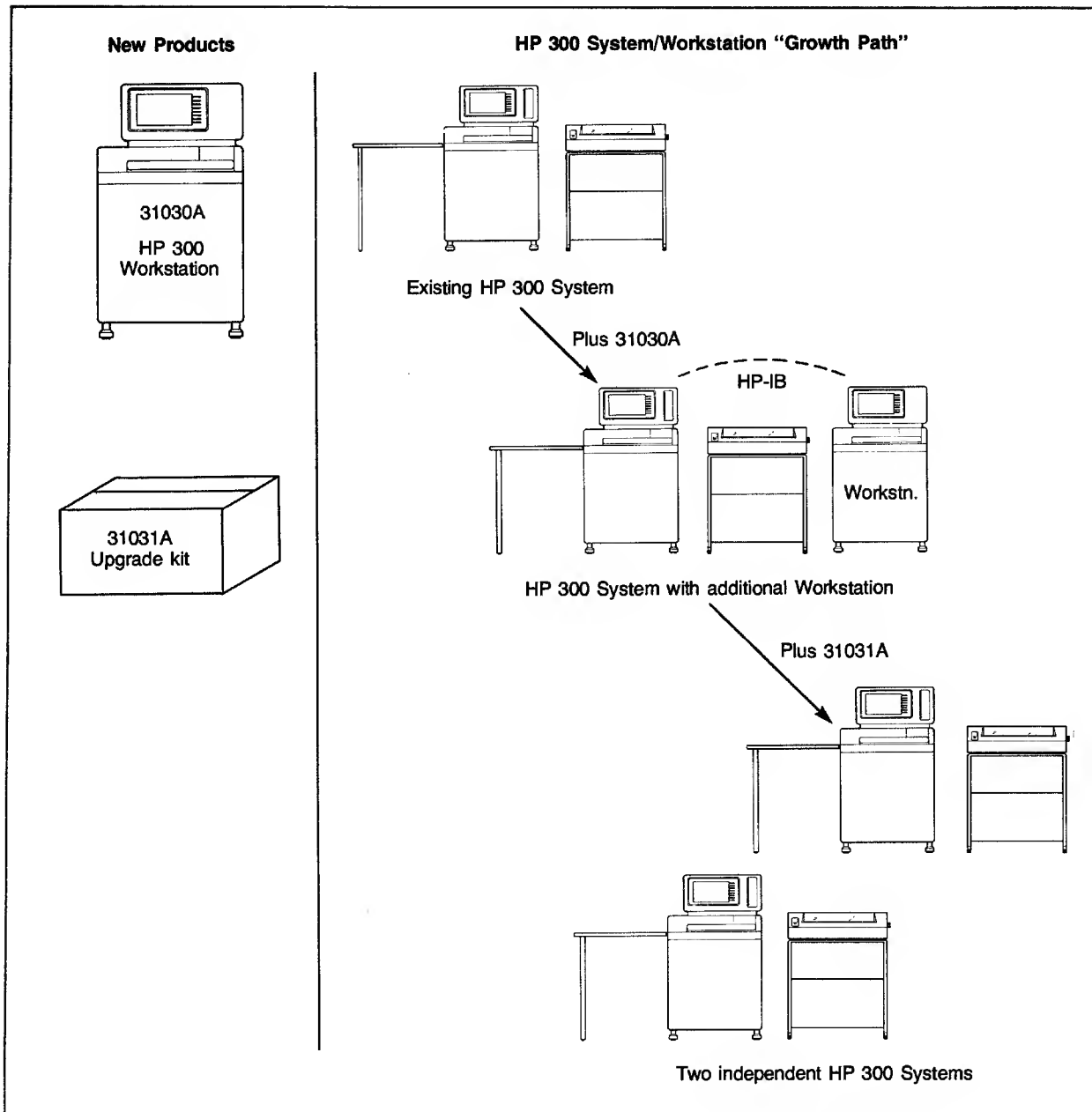
**New Products**

31030A

HP 300
Workstation

31031A
Upgrade kit

**HP 300 System/Workstation "Growth Path"**

Existing HP 300 System

Plus 31030A

HP-IB

Workstn.

HP 300 System with additional Workstation

Plus 31031A

Two independent HP 300 Systems

**Figure 4. HP 300 Workstation and Upgrade Kit — Product Definition**

## HP 2608 PRINTER

Our 2608 line printer support will be announced June — limited to fundamental print and space capabilities initially, but with more capability to follow later.

## ASYNCHRONOUS MODEMS

The first set of HP 300 communications capabilities has been added for support of remote display terminals. Bell 103J, 113C, 113D modems for speeds to 300 baud and Bell 212A modems for speeds to 1200 baud can be used.

## IBM INTERCHANGE MEDIA

Through the addition of a media conversion utility, the capability of the HP 300's built-in flexible disc drive has been enhanced, making possible the reading of data and industry-standard RPG II programs from systems having IBM 3741 compatible diskette media.

## DISC EXPANSION TO 500 MEGABYTES

The initial constraint on total disc capacity has been relaxed to now allow a variety of combinations of Hewlett-Packard discs to be used to supply up to 500 Megabytes of total storage capacity (single GIC and disc controller).
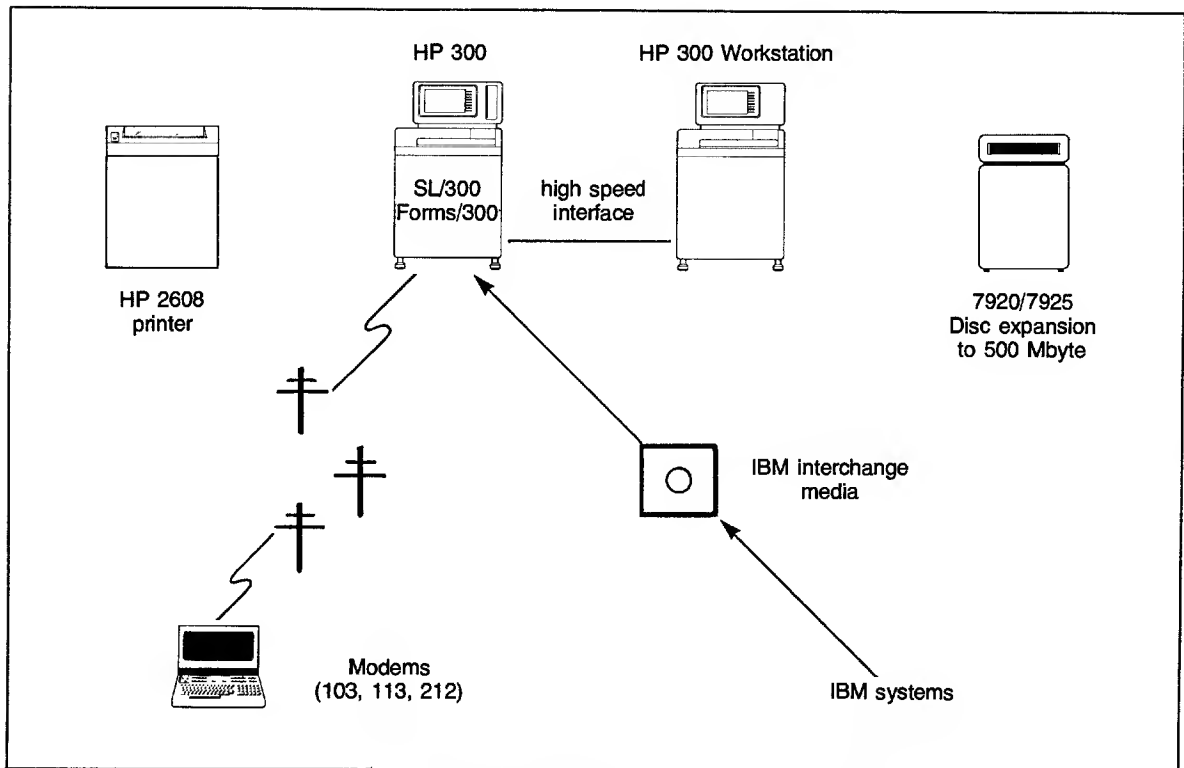


**Figure 5. New Capabilities for the Business OEM**

In June, the HP 300 program will introduce these new capabilities for the Business OEM.

| | Q3-79 | Q4-79 | Q1-80 | Q2-80 |
|---|---|---|---|---|
| Data Communications | ASYNC Modems | DS/300 300/3000 Link IBM 2780/3780 Multipoint terminals | | Fiber Optics |
| High Performance Peripherals | Discs to 500 MB | HP 2608 HP 300 Workstation | HP 7970E | $5000 "remote" IDS |
| Software Tools<br><br>• Programmers<br><br>• Non-programmers | SL/300<br><br>IBM Interchange Media<br><br>Forms/300 | RPG/Image interface<br><br>Software support of European National Character sets (Sort, etc.) | Fortran/300<br><br>Schema/300<br><br>Report Writer/300 | Cobol/300<br><br>Inquiry/300<br><br>Entry/300 |

(underlined enhancements are part of June 1979 introduction)

**Figure 6. HP 300 Product Introduction Plan**

Note: This chart represents our introduction goal. However, please understand that introduction and development schedules do change and that these future introductions have not yet been structured, priced or approved.

# LONGER TERM ENHANCEMENTS

The products that we intend to introduce between September 1979 and May 1980 are briefly described here to indicate to you the direction our HP 300 Program will be headed over the coming year.

### DATA COMMUNICATIONS

AMIGO/300 operating system is designed to support "distributed function multi-processing" — the ability for a user to distribute not only applications, but also functions (such as terminal handling, or data management) among nodes in a HP 300 network, in a manner that is transparent to the application program itself. In the fourth quarter,we intend to introduce the first of our significant DS/300 capabilities, followed by communications with non-HP systems, multipoint and other longer-term ANET concepts.

## DISTRIBUTED SYSTEMS/300

DS/300 encompasses both communications between HP 300s and the HP 3000. For HP 300 to HP 300 communications, remote file and data base access, remote file transfers and remote program management are handled in the same way as local operations — fully transparent to the user. In addition, the IDS of HP 300 can be used as a virtual terminal to run MPE sessions for file transfers to the HP 3000. Hardwired bisync connections, as well as synchronous modems for remote communication (2400-9600 baud) can be used.

## TAM EXTENSIONS

Enhancements to our existing Terminal Access (TAM) will allow software specialists to design and modify their own communication capbilities to IBM and other computer systems. We will use these extensions ourselves to create examples of IBM 2780/3780 interfaces (as well as a full 2780/3780 emulator). In addition, multipoint support for 264X and 307X terminals will result from these TAM extensions.

## FIBER OPTICS

A fiber optic link with high noise immunity and capable of very high speeds at long distances is being developed for HP 300 to HP 300 communications. This capability will be especially important in manufacturing accounts for "hardwired" data communications.

## ANET

Today ANET is an evolving concept that will result in significant communications products beyond the next 12 months. With ANET, systems and other major devices in the office environment would be able to share each other's resources transparently over a very high speed, long distance interface. The network would be non-hierarchial, having low communications overhead, and would be passive, allowing systems to be dynamically disconnected and moved from one place in the network to another (from one office to another or into different locations around a manufacturing organization). Communications outside of the local network would be through "gateways" that permit such capabilities as communication to other HP-DSN networks, value-added networks, and support of x.25, HDLC and other advanced protocols. **Both ANET and Fiber Optics capabilities are compatible extensions to DS/300 and will be built upon it.**
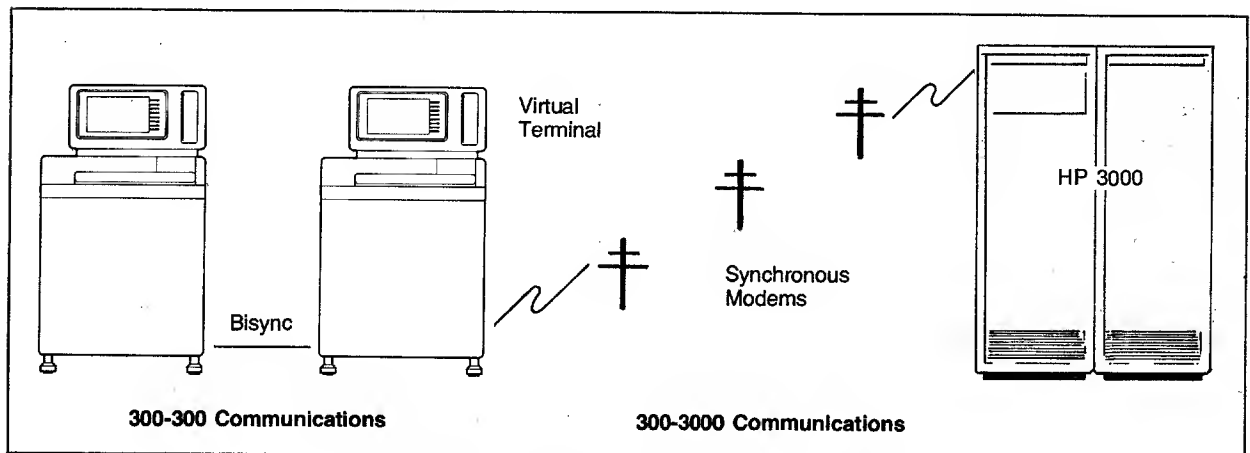


**Figure 7. Distributed Systems/300**
**(1st Quarter 1980)**

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## STAND-ALONE ($5000) "IDS" TERMINALS

By mid 1980, the full capabilities of the IDS (including softkeys and windows) wil be available in a table-top "terminal" (using the 262x package) selling for less than $5000! This will allow programs written to run on the console IDS (using its advanced man/machine interface) to also run remotely on multiple terminals.

Our customer experience to date has convinced us that the features incorporated in today's IDS are those that customers will demand for tomorrow's applications. These features are not easily copied by the competition (the IDS support is an integral part of the AMIGO/300 firmware and operating system), and this new terminal will help us maintain this leadership.

## SOFTWARE TOOLS: FOR PROGRAMMERS AND NON-PROGRAMMERS

Following our announcement of Systems Language/300, we will be adding improvements to many areas of our existing languages and application tools which will also enhance programmer productivity. An RPG II/300 interface to Image/300 will be added, as well as improvements to Image/300 itself, and improvements to the various language and tools to make even greater use of the advanced features of the ILDS. In addition, language features are being included to allow software support of non-US character sets (for example, sort sequences for European national character sets).

Two major new languages will be announced. Like System Language/300, Business BASIC/30u and RPG II/300, these languages will take full advantage of the IDS for program development:

- **Fortran/300** is an advanced, commercial version of ANSI standard Fortran aimed at third-parties and other software specialists who have large current investments in Fortran expertise and programming for business applications. (This is particularly prevalent among OEM s in Europe.) Advanced string manipulation, handling of extremely large data arrays, and decimal data types are among the commercial extensions added for Fortran/300.

- **Cobol/300** is the most widely used programming language for business applications. Like Fortran/300, Cobol/300 will be aimed at third-parties and other software specialists who have large investments in Cobol expertise and programming. Initially, Cobol/300 will be a Level 1 implementation taking advantage of the HP 300's features, with Level 2 extensions added to Cobol/300 in a second release.

In order to make the 300 system much more accessible to the manager or "Knowledge Worker," **Schema /300** will be created to provide a simpler, more efficient common interface to both data base management and the HP 300's extensive file system. Three major facilities will then be built using **Schema /300.** Each of these will be easy enough for the non-programmer to use directly, and yet will also considerably increase the capability and efficiency of creating applications by the programming specialist:

- **Inquiry/300** will allow interactive English-like requesting and updating of information contained in data bases and files.

- **Entry/300** can be used for creating and using sophisticated forms for multiterminal data entry and transaction processing application.

- **Report Writer/300** can be used for directly and efficiently formatting and outputting reports derived from information available from the data bases and files on the system.

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In summary, our strategy for the future is to significantly broaden the HP 300 product line (in terms of both **price/performance and ease of use**) while at the same time protecting our customer's and our own investment in software tools and applications. Consequently, both additional models within the HP 300 family and additional functional and growth capabilities available with any given HP 300 model will, as they become available, continue to be based on the Amigo/300 operating system and upward compatible enhancements.

Over the longer term, future processors will continue to be based on SOS technology, which offers significant potential for still lower cost/higher performance systems. This is expected to be accomplished by 1) additional LSI designs which replace descrete logic (I/O channels for example), and 2) smaller geometry CPU chip designs which offer higher performance as well as lower cost. Whenever possible, the goal of these programs is to provide for **plug compatible upgrade at the board level**, insuring that a customer investment in the 300 program will provide ever increasing, as well as lasting, value.
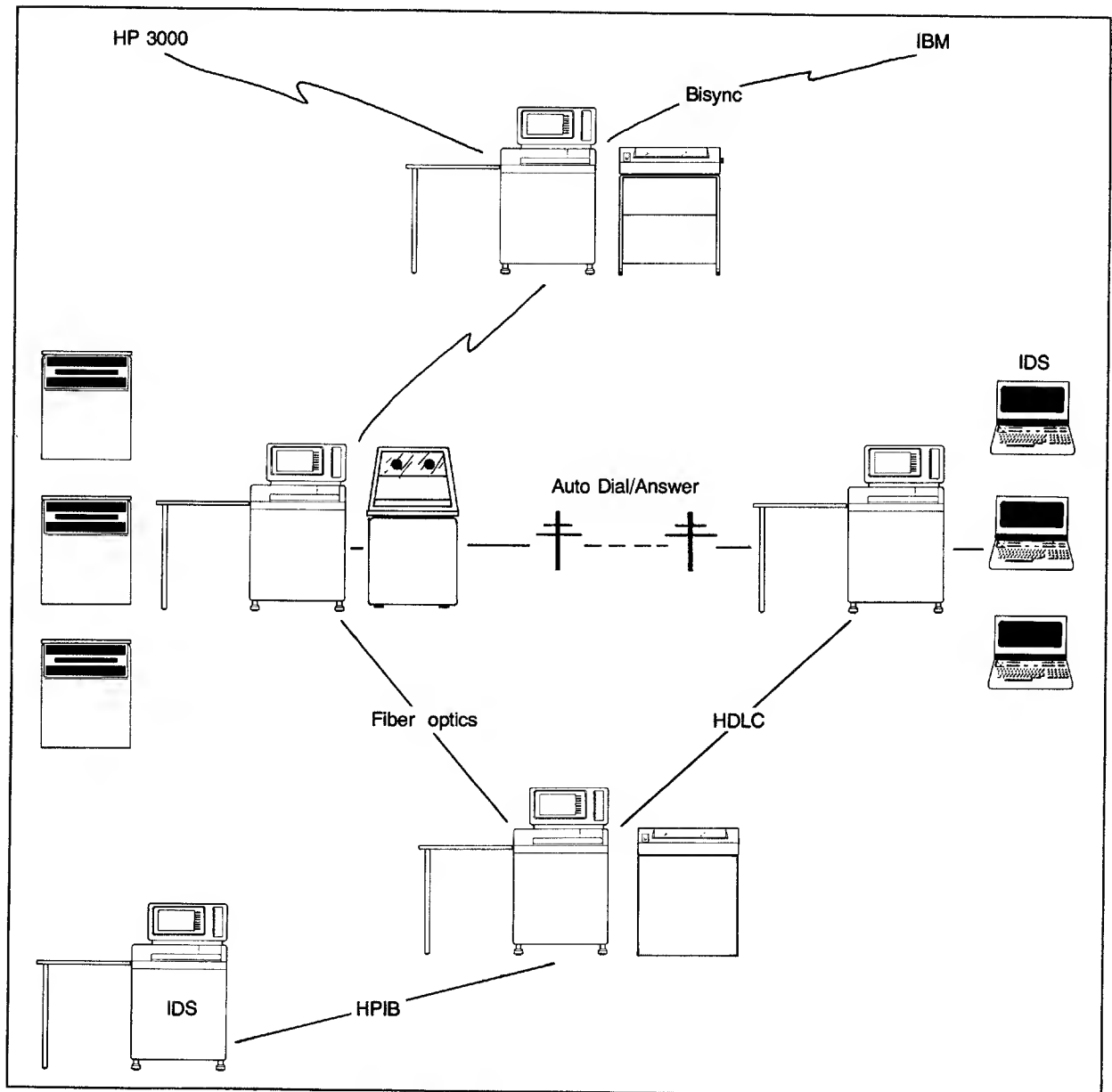


**Figure 8. HP 300 Product Evolution (Mid 1980) Summary**

# 4. MERCHANDISING PROGRAM

During the first half of 1979, GSD's merchandising efforts were directed at achieving a quantum level increase in the awareness of Hewlett-Packard as a major supplier of computer systems for business. All indications are that we've come a long way toward meeting that goal for GSD products overall. In the second half, we will be redirecting our focus to concentrate on clearly distinguishing the **HP 300 as the high capability office computer system that provides business OEMs and other software specialists unique features with unique competitive advantages for their applications.** The HP 300 merchandising efforts in advertising, public relations, seminars and literature will be directed at achieving this goal.

## ADVERTISING

To support the change in our merchandising focus, **HP 300 advertising will be significantly increased in the second half.** Major HP 300 ads are being prepared to appear in key business and computer industry publications. Several appearances in the *Wall Street Journal* and *Business Week* are targeted for the second half, as well as *Datamation* and *Computerworld.*

The HP 300 is real news! Our advertising will emphasize the "HP 300 Action Computer — the high capability office automation vehicle of the '80s." The HP 300's advanced technology and consumer benefits of that technology provide a dramatic opportunity to leverage our HP 300 ad program into added recognition of Hewlett-Packard as the technology leader in business computer systems.

These ads will be product-oriented ads that maximize the awareness of the HP 300 with both management and computer pro audiences. Three common themes will be the focus of these product-oriented ads:

- Making application development more effective (advanced operating system and architecture, range of languages and application tools).

- Making daily system usage more effective — "Putting your computer where the work is" (greater local control over computer resources, less need for EDP skills, office packaging, and local performance).

- Making computer-aided decision making more effective (through greater information accessibility, and the improvement of man/machine interface).

In addition to these ads, major new ads which demonstrate the range of GSD's business computer systems will continue the effort begun in the first half of developing "brand awareness" for HP as a leading supplier of business computers for distributed data processing and data base management. In addition to these ads, a business OEM recruitment ad campaign is intended that will develop interest and requests for our local Business OEM Seminars. The HP 300 will also be featured in each of the upcoming issues of *Computer Advances.*

# PUBLIC RELATIONS

New product releases and product introduction press tours will continue as a major vehicle for the public announcement of new products. Products that will be announced to our Field during the June NPT will have two separate press announcements for added press recogniton:

- System Language/300 in June, presented as a major enhancement of the HP 300 allowing third parties and other software specialists a high level structured language for the fine-tuning of application systems.
- Enchanced peripherals (including the HP 300 Workstation) in July, clearly indicating that we are beginning to unleash the inherent power designed into the HP 300 concept.

These announcements will be followed in the early fall by the Distributed Systems/300 Announcement and a separate announcement of major language enhancements.

### SEMINARS

Seminars will play a key role in our marketing emphasis with the HP 300 over the coming 12 months.

**A major new HP 300 seminar centering on the technical concepts that give the HP 300 its unique set of advantages and benefits** is being developed for first availability this June. This seminar is targeted to OEMs and other knowledgeable, technical specifiers, and will complement the three siminar programs being prepared by GSD's market development group (which cover all three business product lines at a more general level).

How you use this seminar is of course up to you, but we believe it is key to attracting new OEMs. The HP 300 is a unique product, and, because it represents the beginning of an entirely new product line from HP, we must appeal to innovators at both the technical as well as the concept/product direction level. It shows how the unique HP 300 features (architecture, IDS, packaging) give the OEM a high capability office automation vehicle today, with growth capabilities and lasting value for his customers' tommorrow.

# SALES LITERATURE

A very favorable response has been received by the HP 300's introductory set of sales literature and promotional pieces. During the second half we expect to update all the current literature as required to incorporate new product capabilities as well as add three new Application Notes aimed at presenting the entire GSD product range to prospective customers:

- Distributed Data Processing with HP Business Computers.
- Data Base Management with HP Business Computers

The current HP 300 literature is summarized on page 22.

# HP 300 DEMOs

Current HP 300 demos, augmented by new contributions from the field and the factory, will be consolidated and documented with a step-by-step "HP 300 Demo Guide." Demos which will be available by June, 1979 illustrate:

- The Integrated Display System
- Multiterminal applications
- Data Base Management (including data base inquiry)
- Program development (in Basic and RPG)
- Ease of system reconfiguration/change (System Build)
- Text processing with typist
- Command language and the HELP facility
- HP 300 FORMS package

During the second half of 1979, we will be implementing a comprehensive, multiterminal, menu-driven, forms-oriented demo package that shows the HP 300 in a realistic business application (Order processing/inventory control). This will allow complete demonstration of the HP 300's key features in the context of a single, cohesive application that most potential system users can relate to. **The demo code will also be available to Business OEMs, to act as a "model" or "base"** for their own applications development. Targeted completion date: November, 1979 (some modules may be available earlier).

# TECHNICAL INFORMATION MANUAL

This "manual" will actually be a sales tool packaged as a manual, much like the current HP 300 General Information Manual. The Technical Information Manual will contain technical information about HP 300 hardware, architecture, instruction set, operating system, and subsystems at a level beyond that of the GIM. It will provide a "turn-on" manual for the knowledgeable computer professional, and can serve as the basis for evaluating the HP 300 system on technical grounds. Projected completion: Sept/Oct 1979. The entire set of HP 300 User Manuals and Guides, many of which are also useful in the sales process, is summarized in **Figure 10.**

# OEM STARTUP KIT

A no-charge startup kit for the OEM has been created, which will contain HP 300 cold photographs and advertising layouts that can be used by OEM s in creating their own brochures and advertising. The kit will also contain samples of each piece of our literature and quantities of those pieces of sales literature that can be used directly by the OEM.

# TECHNICAL ARTICLES PROGRAM

Several technical articles authored by members of the HP 300 team have been accepted for publication in such magazines as *Electronics*, and as part of the upcoming National Computer Conference. These efforts will continue since they are of particular value to attract the innovative and "computerwise" early adopters of HP 300's concept.

**HP 300 General Management Brochure (5953-3700)**

Purpose: summarize the overall personality of HP 300 and its benefits in terms that even the non-technical manager can relate to.

Audience: general managers in large companies, small companies, and OEM s.

Uses: first contact piece for non-technical managers, and for technical managers along with other literature; ad responses and seminar handouts; and for use by OEM s with their prospects.

**HP 300 Technical Flyer (5953-3701)**

Purpose: spotlight the key feature of HP 300 to encourage the prospects' technical interests in the product.

Audience: technical managers in OEM s, small companies and large companies.

Uses: primary handout piece and for trade shows and mass mailings; complement the General Management Brochure whenever more technical introductory information is needed.

**HP 300 General Information Manual (5953-3704 or 3100-90002)**

Purpose: a technical brochure in a manual format which presents considerable detail on the aspects of HP 300.

Audience: primarily for the technically-minded prospect that already has some interest in Hewlett-Packard and HP 300.

Uses: second level response piece; contact with technical evaluation; and as a seminar handout, sales tool for providing product detail when needed.

**Opportunities With Helwett-Packard For Commercial OEM s and Software Suppliers (5953-3703)**

Purpose: presents the advantage for the third party in working with HP and our family of interactive business systems; and briefly describes HP's programs for aiding the third party.

Audience: third party prospects, software house and OEM managers who are likely to make the decision to use HP products.

Uses: as an introductory piece in dealing with third parties, for walking through HP's programs with third parties and to be left for the third parties' reference; for direct mailings to third parties; as a handout for OEM seminars.

**Price/Configuration Guide (5953-3702)**

Purpose: specify what the product consists of (all software and hardware); includes configuration and ordering information including prices and information on product support and courses offered.

Audience: serious prospects interested in the purchase details of HP 300.

Uses: as a tool in qualifying prospects; for recommending the proper configuration; as a complete guide to ordering.

**Figure 9. Current HP 300 Sales Literature**

## Current HP 300 User Documentation

Beyond our available literature, we have found that the system manuals and guides are often highly useful in the sales process for providing OEM s and other technical prospects with a more indepth understanding of specific capabilities and advantages of the HP 300 system.
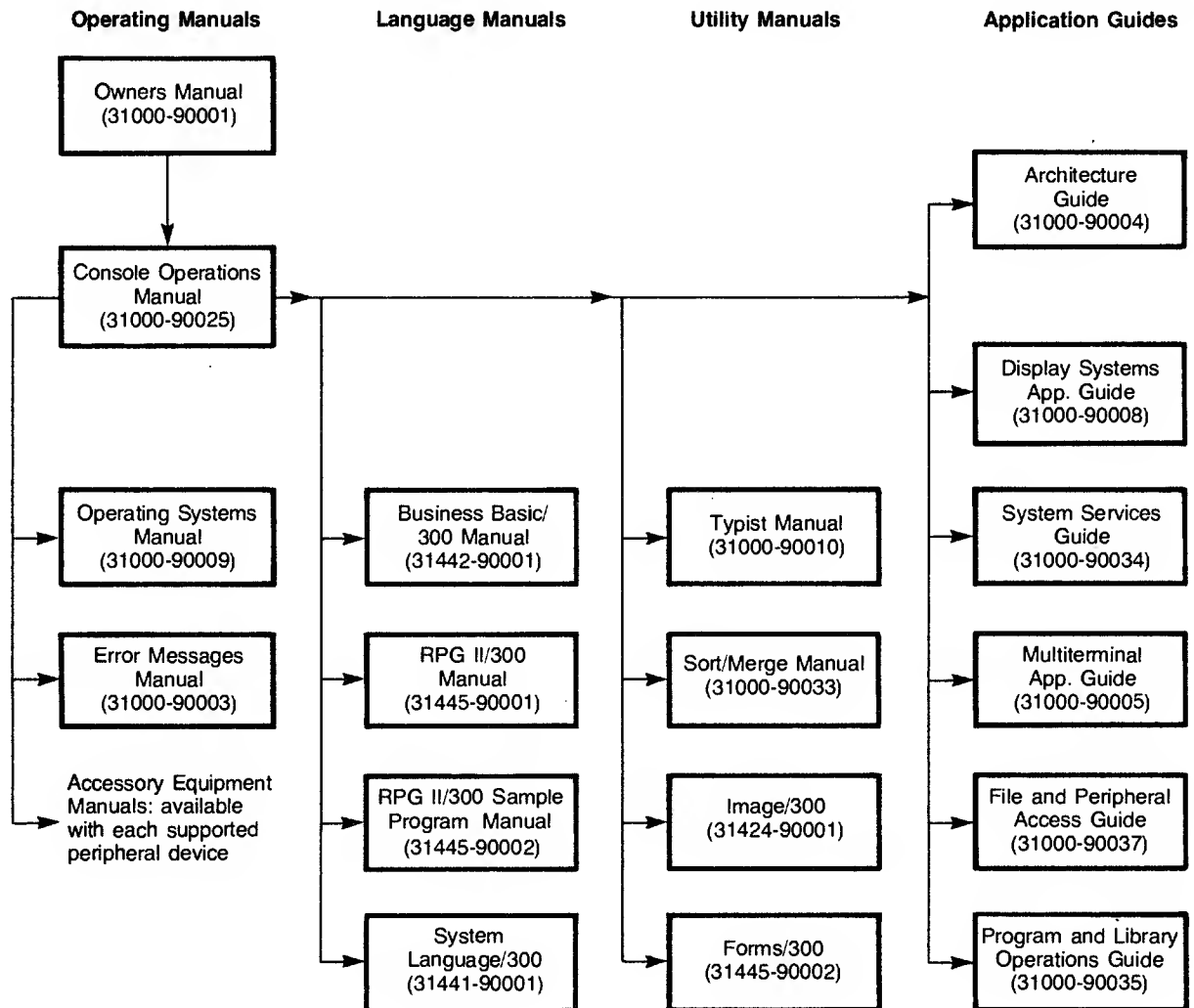
| Operating Manuals | Language Manuals | Utility Manuals | Application Guides |
|---|---|---|---|
| Owners Manual (31000-90001) | | | |
| Console Operations Manual (31000-90025) | | | Architecture Guide (31000-90004) |
| | | | Display Systems App. Guide (31000-90008) |
| Operating Systems Manual (31000-90009) | Business Basic/ 300 Manual (31442-90001) | Typist Manual (31000-90010) | System Services Guide (31000-90034) |
| Error Messages Manual (31000-90003) | RPG II/300 Manual (31445-90001) | Sort/Merge Manual (31000-90033) | Multiterminal App. Guide (31000-90005) |
| Accessory Equipment Manuals: available with each supported peripheral device | RPG II/300 Sample Program Manual (31445-90002) | Image/300 (31424-90001) | File and Peripheral Access Guide (31000-90037) |
| | System Language/300 (31441-90001) | Forms/300 (31445-90002) | Program and Library Operations Guide (31000-90035) |

**Figure 10. Current HP 300 User Documentation**

# 5. FIELD SUPPORT

Having the right business strategy, timely new product introductions, and zingy merchandising programs are of course absolutely necessary for achieving our business goals. They're not worth much however, without fired up, enthusiastic factory support teams backing them up. In this section our Sales Development, Technical Marketing, and Order Administration teams tell you what they're doing to help you be successful with the HP 300.

## SALES DEVELOPMENT

The single most important goal of the HP 300 Sales Development team is to help you maximize HP 300 sales. We will achieve this goal in the second half of FY '79 through the successful implementation of the following five specific programs.

- Regional on-line sales support
- Sales training
- Big Deal support program
- Major account program
- Field seminar support

### ORGANIZATION

The HP 300 Sales Development Team consists of the following six members, with a seventh member likely to be on-board by June and fully effective three months later.
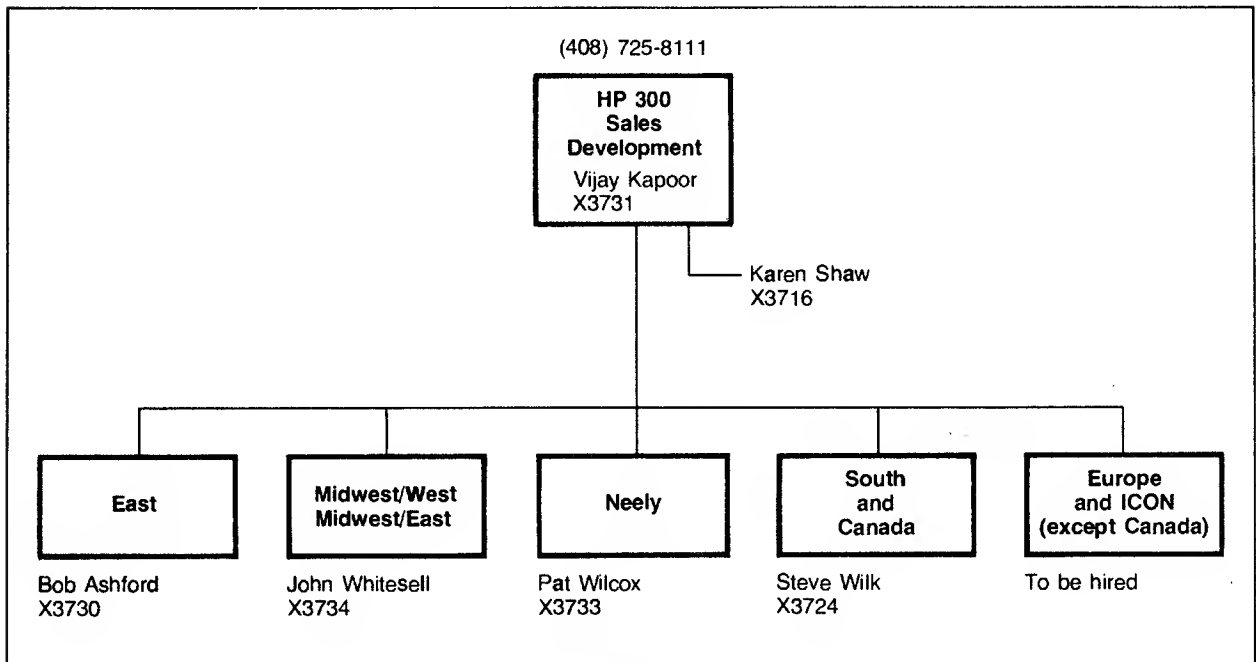


**Figure 11. Sales Development Organization**

## REGIONAL ON-LINE SALE SUPPORT

The number one objective of our group is to provide timely and effective factory sales support. There are two principle ingredients of this program.

- Make sure regional sales development engineers are chosen on the basis of (A) Their product knowledge. Every member is asked, at a minimum, to successfully complete the HP 300 SE training course. After this every new team member is asked to develop a portion of a commercial application on the HP 300. The criterion is that the person be able to sell directly, without SE help, to a commercial OEM prospect. (B) Their selling skills. Heavy preference is given to their prior sales/field experience. New college graduates are chosen on the basis of sales aptitude. The criterion is that every HP 300 sales development engineer, at anytime, be transferable to the field and be a successful salesperson.

- Make sure the regional sales development engineers regard their assigned region as their 'sales territory'. Just as every one of you has an assigned territory and a customer base, each member is asked to look upon his/her region as the customer base and encouraged to run this territory as an 'independent business'. In addition to fostering healthy competition between team members, the independent regional program assures you maximum responsiveness and timeliness. [Example: A new price/configuration guide is printed. Instead of waiting for general distribution, each HP 300 regional sales development engineer is asked to rush copies to OEM Specialist in his/her own region.].


## SALES TRAINING

- **New SR (Neophyte) Training** — HP 300 Sales Development group has the direct overall responsibility for the success of the New SR Training program. Since last September we have trained 125+ new SR s on the HP 300 product, and continue to train approximately 20 new SR s on a monthly basis. **On the basis of detailed class evaluations, the HP 300 class is judged to be the best in the GSD product training programs.** We hope to maintain this leadership by providing continued improvements in instructional technology, such as case studies, instructor role playing and other sales aids. Furthermore, we want to be continued to be judged the best training program in Computer Systems Group from the standpoint of **sales-orientation** in addition to imparting product knowledge.

- **OEM Specialist Training** — We have currently trained 65 worldwide OEM Sales Specialists for an intensive one-week training on the HP 300. (In addition, 33 commercial SR s in Canada also were given the same course earlier this year). Our goal is to hold a 'level 2' retraining of these Specialists during the second half FY '79. Our on-going goal is to hold two OEM Specialist training sessions per year. (One Level 1 and one Level 2.)

- **District/Area Level Sales Training** — As we did three times during the last five months, we will be prepared to take our HP 300 sales training show to the road and hold district, area or even region-level training. We ask that a field team be identified (consisting of DM/AM, SEM, OEM specialist and one or more horizontal SR s) to be given a 2/3 day intensive hands-on sales training on the HP 300. Provided there are no schedule conflicts, we only need a four week notice for this program to be implemented.

## BIG DEAL SUPPORT PROGRAM

We recognize that the nature of factory support is considerably different for sales situations involving a large number of systems. As a consequence a formal program called the 'HP 300 Big Deal Support Program' should be invoked whenever the sales situation calls for 50+ HP 300 Systems per year. This can be used regardless of the account category, i.e. it is both for OEMs and End Users. Once it is invoked, the SR handling the account is qualified to get a special level of sales/SE support from the HP 300 factory team. This includes, but is not limited to, an identification of SE/lab champion, field visits by lab personnel to aid the sales situation, consideration for special hardware/software products that might be required and special pricing (extension of standard volume pricing).

## MAJOR ACCOUNT PROGRAM

This program is no different in theory from the other successful CSG major account program. During the second half of FY '79 it has two specific parts of implementation.

- The HP 300 will be pitched as an integral part of Andy Danver's major account program starting in June '79. Presentation material to be delivered after that date would have been updated to include both the concept as well as product details of the HP 300.

- **When factory visits by HP 1000 and HP 3000 major accounts are scheduled, HP 300 Sales development team will be prepared to include a 2-hour formal pitch plus hands-on demonstration to the visitors on "Ideas for implementing Office Information Projects in 1980's using the HP 300."** (This will be 'new application' oriented, aimed at totally minimizing affecting current product selling, and aimed at maximizing incremental business. We will be prepared to discuss concepts and directions of Office Automation Technology using an internal network of inexpensive commercial computer systems (HP 300).

## FIELD SEMINAR SUPPORT

Section 5 of this HP 300 business plan points out that the primary way to merchandise the HP 300 during the second half of FY '79 will be through a series of OEM-oriented seminars. These seminars will communicate the HP 300 product contributions through the theme "Office Automation Computer Systems through the 80's." The HP 300 Sales Development group will assist the field in carrying this seminar program professionally on a region by region basis. The factory support for this seminar program will consist of the following:

- Material for the OEM-oriented seminars will be made available as part of the automatically-distributed library system set up by John Celii's group. This will be in both 35mm and overhead formats with accompanying scripts.

- Sales development, with the assistance of appropriate factory resources, will be primarily responsible for holding the first of these seminars in each area. (As defined by John Celii's Area/NPT seminar program.) Subsequent to that the Sales Development personnel will assist the field in extending it to other sites within an area, based on availability.

- The HP 300 Sales Development team will also provide to the field sales training material relating to industry-oriented, end user seminars. Initially, HP 300 slides oriented toward manufacturing and distribution-oriented customers will be provided. These slides would be useful in industry-oriented seminars, directed at end users but given in conjunction with local third parties that have developed/are developing application software on the HP 300.

# TECHNICAL MARKETING

## INTRODUCTION

The HP 300 Technical Marketing team spent most of the first half of FY '79 developing the documentation and training tools required for comprehensive field supoprt of the HP 300. Most of the support tools are now in place, and factory on-line support personnel are trained and "hotlines" in place. **Our number one goal is to provide the fastest, possible response to 300 trained SEs and system specialists who need help in resolving customer problems.** We're happy to report that, due to the reliability of the field systems as well as the quality of the support teams in the field and factory, we have so far been able to meet and exceed this goal.

During the second half we intend to continue the emphasis on support responsiveness — to help you make sure our early OEM customers are successful — while at the same time adding two more key objectives:

- Develop the necessary training and support tools to assist HP 300 SEs in their pre-sale activities.

- Greatly expand the number and quality of HP 300 trained "SE champions (much like the system specialist champions on the CE side) who know how to apply the unique features of the HP 300 in business applications, and give them the tools necessary to "promote" the system to sophisticated OEMs.

## ORGANIZATION

The HP 300 technical marketing team is structured to reflect the field organization: Bill Dalton heads the HP 300 Service Engineering group (paralleling the field CE organization) and is responsible for CE, and system specialist documentation, training course development, and on-line support. Water Utz heads "User Services" (paralleling the field SE organization) and is responsible for SE and customer documentation, training course development, and on-line support. Their organizations are structured as follows:
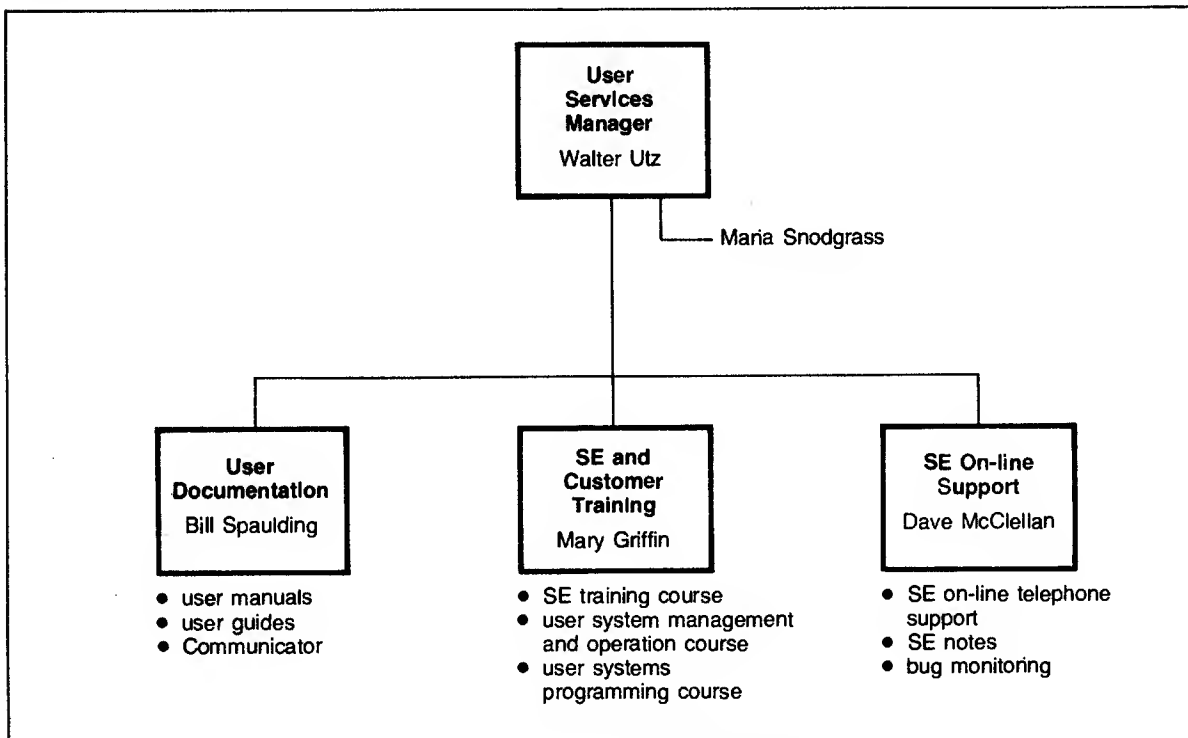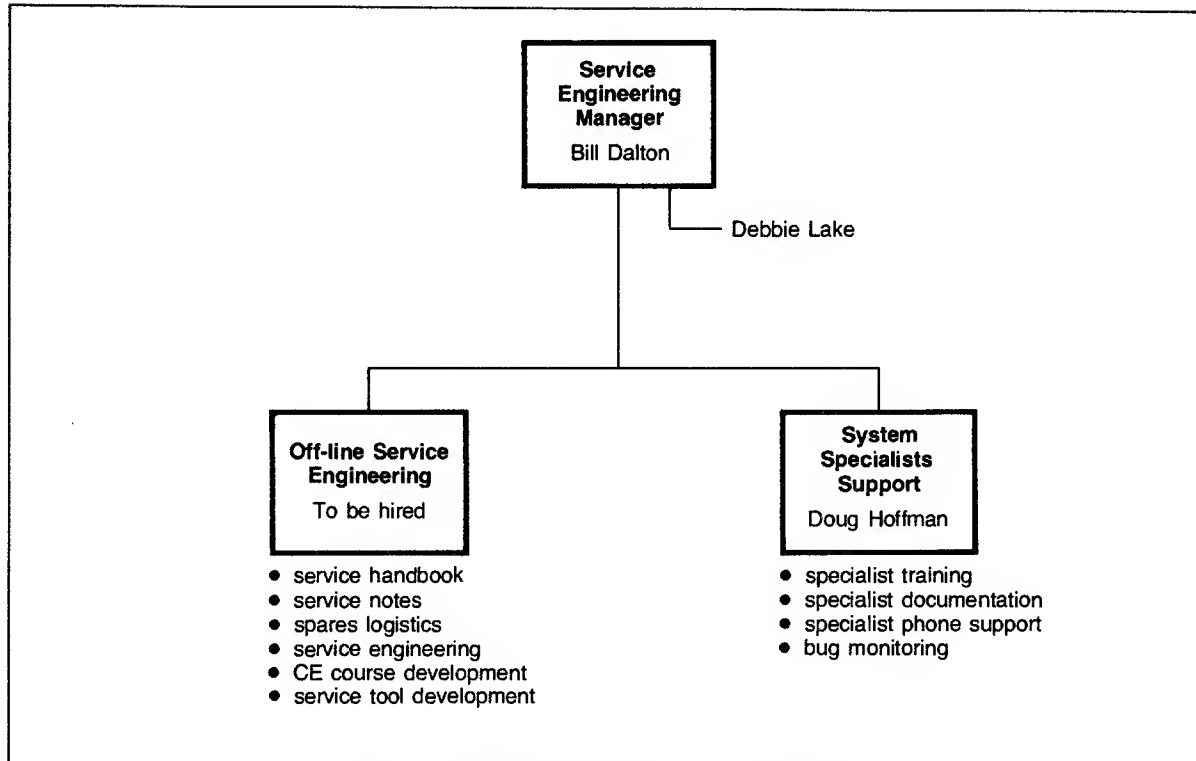


**Figure 12. User Services Organization**

```
                          ┌──────────────┐
                          │   Service    │
                          │ Engineering  │
                          │   Manager    │
                          │              │
                          │  Bill Dalton │
                          └──────┬───────┘
                                 │
                                 └──── Debbie Lake
                                 │
                  ┌──────────────┴──────────────┐
      ┌───────────────────┐         ┌───────────────────┐
      │  Off-line Service │         │      System       │
      │   Engineering     │         │    Specialists    │
      │                   │         │     Support       │
      │    To be hired    │         │   Doug Hoffman    │
      └───────────────────┘         └───────────────────┘
```

- service handbook
- service notes
- spares logistics
- service engineering
- CE course development
- service tool development

- specialist training
- specialist documentation
- specialist phone support
- bug monitoring

**Figure 13. Service Engineering Organization**

As mentioned earlier, the number one goal of the technical marketing team is to provide fast response to field SEs and system specialists. Direct lines in (two line rotary) are monitored by an answering service to provide 24 hour/day seven day coverage. Members of the on-line support groups are rotated on pagers to provide 15 minute response, 24 hours/day. These phones are normally monitored directly by members of the on-line support groups between 8:30 a.m. and 5:00 p.m. PST.

## SECOND HALF TACTICAL PLAN

During the second half, the technical marketing team's activities will be oriented around meeting our three short-term objectives discussed earlier. Before the key activities are outlined, however, I should mention that **standard user documentation is now complete.** A complete set of manuals and guides is available through the software distribution center (see attached summary list). Much of our documentation effort during the second half will be spent on getting ready for the new products (see section 3) and will not be discussed here.

## HP 300 SE TRAINING

Currently HP 300 SE training totals six weeks, and is divided into three two-week phases. The first two phases have been developed and implemented successfully in both U.S. and Europe. An SE who has completed both Phase I and Phase II will be certified as a fully qualified HP 300 SE specialist, able to assist customers in system evaluation and application design using the unique features of the HP 300 system. It should be the goal of our area manager **to have an SE trained at this level in each district office by the end of the second half.**

The last two weeks (phase III) of SE training is an optional seminar covering performance measurement and optimization, as well as advanced trouble shooting technique. This course will be offered for the first time on **June 18, 1979**.

## HP 300 CUSTOMER TRAINING

Currently two HP 300 customer training courses have been developed and are being offered on a regularly scheduled basis at our Cupertino Training Center. These courses include a one-week course covering system management and operation and a two-week course covering HP 300 systems programming (recommended for OEMs). During the second half, a two and one-half to three day "HP Appreciation" Course will be developed for prospective OEMs (and SEs) to bridge the gap between the four-hour HP 300 Seminar and the two-week OEM programming course.

## HP 300 CE/SYSTEM SPECIALIST TRAINING & DOCUMENTATION

To date about 60 CEs have received HP 300 Account CE Training. The HP 300 Account CE Class is currently being taught at Cupertino and Grenoble by CSD on a regular basis.

Nine HP 300 System Specialists have been training in depth. The next HP 300 System Specialist class will be taught at Cupertino by the HP 300 factory specialists support group beginning in May.

All CEs currently supporting systems have a preliminary version of the HP 300 Service handbook. The final version is in the process of being printed and will be distributed by June 1979.

The HP 300 System Specialist subscription service keeps the System Specialists informed about the internals of the system hardware and software through timely marketing of ERS-IMS level documentation. A startup kit is also available for new Systems Specialists.

The attached appendices summarize all the documentation and training courses and schedules available during the second half. A more complete description of the HP 300 Technical Support strategies and programs is available in the HP 300 Product Support Plan (P/N 31032-90002, revised March 31, 1979).

| Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. |
|------|------|------|------|-----|------|------|------|-------|------|------|------|
| | | SE I 3/19-3/30 | | SE I 5/14-5/25 | | | | SE I 9/10-9/21 | | | |
| | | | | | SE II 6/4-6/15 | SE II 7/9-7/20 | | | SE II 10/29-11/9 | | |
| | | | | | SE III 6/18-6/29 | | | | | SE III 11/26-12/7 | |
| | | | | | Specialist 5/14 — 7/20 | | | | Specialist 10/8-11/16 | | |

**Figure 14. Service Engineering and User Service 1979 Training Schedule**

These publications can be ordered from SSC (Division 50, Entity 06, Kardex 09). Transmit an Internal Order Form to Ralph Sierra, Hewlett-Packard, 19310 Pruneridge, Cupertino, CA 95014 (Bldg. 49A).

The following HP 300 publications are now available:

| | |
|---|---|
| 31000-90001 | HP 300 Owners Manual |
| 31000-90025 | HP 300 Console Operations Manual |
| 31000-90003 | HP 300 Error Messages Manual |
| 31000-90009 | HP 300 System Reference Manual |
| 31000-90010 | HP 300 Typist Reference Manual |
| 31000-90033 | HP 300 Sort Merge Reference Manual |
| 31442-90001 | Business Basic/300 Reference Manual |
| 31445-90001 | RPG II/300 Reference Manual |
| 31424-90001 | Image/300 Reference Manual |
| 31000-90004 | HP 300 Architecture Guide |
| 31000-90005 | HP 300 Multiterminal Applications Guide |
| 31000-90008 | HP 300 Display System Application Guide |
| 31000-90034 | HP 300 System Services Guide |
| 31000-90035 | HP 300 Program and Library Operations Guide |
| 31000-90037 | HP 300 File and Peripheral Access Guide |
| 31445-90002 | Forms/300 |

**Figure 15. HP 300 Publications**

# HP 300 SE TRAINING PROGRAM

## HP 300 SE Training — Phase 1

Completion of this phase specifies that the SE has a technical knowledge of the functional capabilities and usage of the HP 300 System. In addition, the SE is familiar with the kinds of applications which will be run by customers on the HP 300. These persons will be able to assist the Sales Rep in recommending configurations, and training/implementation plans for customers. The SE will also be able to assist in system installation, customer on-site training, demos, benchmarks, and seminars. The training program for HP 300 SE Phase 1 consists of five modules, as listed below:

- Corporate Neophyte training
- CSG Overview
- SE Overview Training
- remedial training in Basic, RPG-II, and Image if required
- HP 300 SE Training — Phase 1.

Phase 1 training consists of conventional lecture/lab sessions. Approximately 30-40% of total class time is lab, and a student-to-machine ratio not exceeding 3 to 1 is maintained.

**It is not necessary for a new SE to attend the overview courses prior to attending HP 300 Phase I training.**

Duration: 2 weeks

## HP 300 SE Training — Phase 2

The HP 300 Phase 2 course completes the minimum requirements for an HP 300 SE. After this course, the SE will be prepared to verify and report subsystem problems, assist an HP 300 System Specialist or Performance Specialist in isolating problems and providing workarounds, conduct customer training classes, run benchmarks, and advise customers in their application programming. This two-week course covers the HP 300 system architecture, SPL II, data base design considerations for the 300, diagnostic tools, performance guidelines, and stresses the use of HP 300 unique features in solving applications problems.

Prerequisites: 
- Completion of SE Phase 1 training;
- One to three months of product experience;
- Familiarity with a high-level block structured language such as SPL/3000, Algol, or Pascal.

Objectives:
- To prepare the SE to verify and isolate subsystem problems;
- To prepare the SE to assist an HP 300 System Specialist or Performance Specialist in isolating problems and providing workarounds;
- To prepare the SE to conduct customer training;
- To prepare the SE to advise customers in their applications programming;
- To prepare an SE to run benchmarks for customers.

Duration: 2 weeks

## HP 300 SE Training — Phase 3

This two-week course is a seminar on advanced trouble shooting techniques. It is intended for S.E. s who will be supporting PIC's centers. Registration in Phase 3 must be approved by the HP 300 factory support group (Dave McClellan). Students will learn to analyze file and code dumps and to use advanced debugging utilities. The class will be conducted as a seminar with approximately 75% of the time spent on lab projects.

Prerequisites:
- Completion of S.E. Phase 2 training;
- Recommendation of S.E. supervisor and HP 300 factory support group.

Objectives:
- To prepare the S.E. to fully support customers through a PIC's center.
- To provide consultation for HP 300 S.E. s in the regions.

Duration: 2 weeks.

---

## CURRENTLY OFFERED HP 300 CUSTOMER COURSES

### 31362A HP 300 System Management and Operation

This course covers the standard procedures for operating the HP 300 system including system installation, backup, updates, diagnostics, and job management. Features of the HP 300 File Management System, Business Basic/300, and RPG II 300 are also explained. Lab sessions are scheduled daily to provide extensive hands-on experience with the system.

The course is normally taught at HP Field Training Centers but arrangements can be made to have it taught at a customer site.

Prerequisites: Programming experience in high level language, preferably Basic or RPG II, will be assumed.

Duration: 1 week (5 days).

### 31363A HP 300 Systems Programming

This course provides a comprehensive examination of the HP 300 system capabilities with particular emphasis on the programming tools available in Basic/300 for developing multiterminal applications and the use of the Integrated Display System. Topics include a detailed look at the HP 300 File Management System, programmatic access to operating system services, system architecture, multiprogramming, multitasking, and Image/300. The equivalent of the HP 300 System Management and Operation course is also covered in this course. It is taught at the HP Field Training Centers.

Prerequisites: The student should be a competent Basic programmer with experience in string, file, and formatted I/O operations. (Familiarity with block-structured languages such as SPL/3000, ALGOL, or PL/1 is desirable.)

Duration: 2 weeks (10 days).

# HP 300 CE/SYSTEM SPECIALIST TRAINING PROGRAMS

## Customer Engineer Training

Purpose:     To train CEs to take account responsibility (installation and repair) for an HP 300 system.

Intended for:     CEs with capability to write simple programs in Basic, and a minimum of six months successful field experience.

Objectives:     After completing the class the students will be able to:

- install and operate an HP 300 system.
- verify the system using diagnostics.
- reconfigure the system — hardware and software.
- successfully repair 90% of all hardware failures at the field replaceable module level in one call requiring not more than one hour, and no assistance from the Specialist.
- instruct the customer in system troubleshooting and daily operating procedures.
- use the operating system to diagnose hardware failures.
- write simple test programs in Basic/300.

Duration:     2 weeks.

## HP 300 System Specialist Training

Purpose:     To train the Specialist to verify, isolate and find workarounds for operating system bugs, and system failures, caused by complex hardware/software interaction.

Intended for:     Experienced senior CEs who have completed the HP 300 Account CE Training. As the class will be fast paced and involve a lot of software work, it is imperative that the students be familiar with Basic and SPL. Thus, as preparation for the class, students with limited software experience should:

- obtain a copy of "Learning Timeshare Basic" P/N 22687-90009 and do the exercises on a 3000.
- take the standard customer HP 3000 SPL course, or obtain a copy of the materials and perform the exercises.

Objectives:     After completing the course the students should:

- know the AMIGO/300 Operating System's features and how it functions internally.
- know the languages Basic/300 and SL/300·
- be capable of providing assistance to the account CE in resolving system software and complex hardware/software problems.
- recognize known problems and be capable of inventing workarounds for most new system problems.
- be able to correlate data from multiple sites and failures.
- be able to assist the factory isolating complex problems, by providing the factory with preprocessed failure data.

Duration:     9 week class
12 week residency for US Specialists

# ORDER ADMINISTRATION

Order Administration is a key link to a successful Marketing and Manufacturing plan.
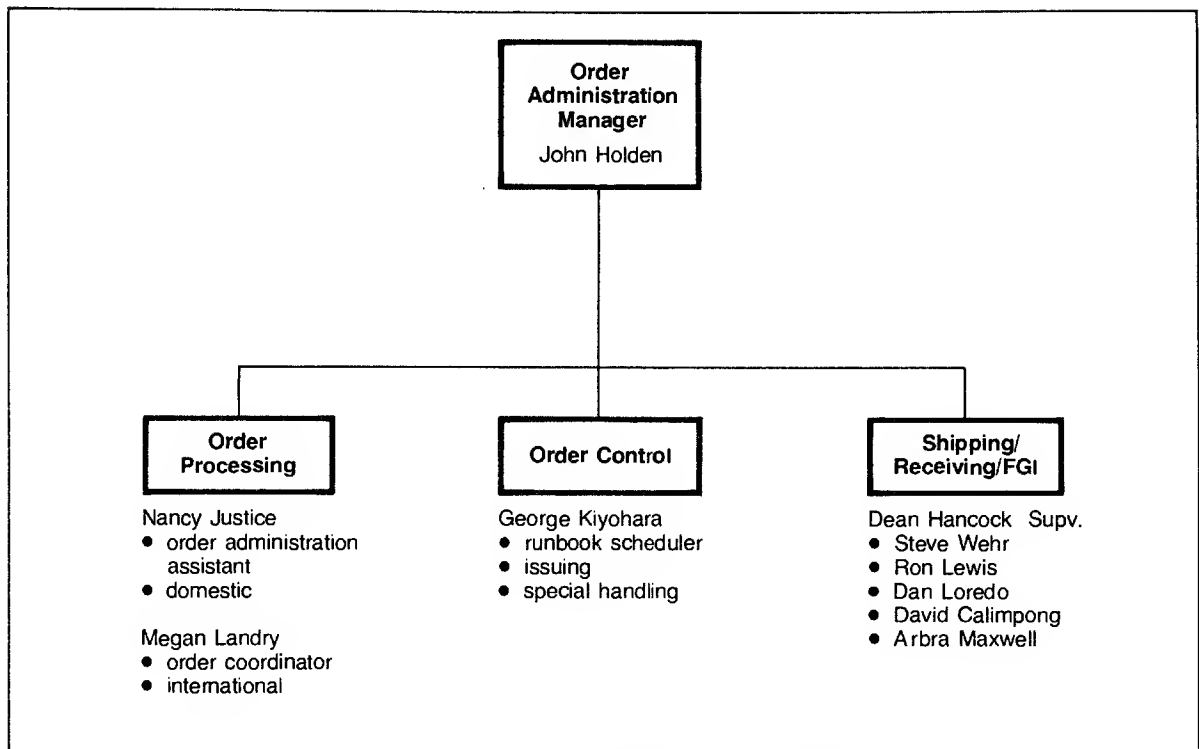


**Figure 16. Order Administration Organization**

The Six primary objectives of the Order Administration team are:

- Develop an aggressive and system oriented order processing.
- Be aggressive in the control of coordinated shipments.
- Minimize the volume of acknowledgements/reacknowledgements in the field.
- Maintain an availability that can be counted on.
- Provide a ship date to the field within four working days after receiving the order.
- Attain a 90% on time shipment level based on the customers required date.

## AGGRESSIVE AND SYSTEMS ORIENTED ORDER PROCESSING

One of the weakest points in order processing traditionally is the ability of the order coordinator to properly interpret an order as to content and "will the items function together?" Too often these problems are identified on the systems floor.

It is our intent to identify these problems within the initial acknowledgement period. When your order does ship, the Order Administration Department will assure that it gets to its final destination in a timely fashion. Our current delivery cycle is on the average, 5 working days to Europe and 3 working days within the United States.

## COORDINATED SHIPMENTS

As 90% of all our system orders fall into this category, the successful implementation of this program has one of our highest priorities. We have found that coordinating divisions are normally locked into a production/shipping plan 2-3 weeks prior to shipment. Any changes in that window become extremely difficult to make. We intend to notify both the sales offices and the coordinating divisions of our shipping schedule four to six weeks out. This should aid both the sales offices and the factories involved to fine tune their schedules for the following month.

## ACKNOWLEDGEMENTS/REACKNOWLEDGEMENTS

One of the most frustrating experiences for the field from the order processing standpoint, is the volume of reacknowledgements that are continually received on the same orders week after week. In light of this problem we will try to limit ourselves to no more than four acknowledgements on an order.

The first acknowledgement will be within four working days after receiving the order. The second will occur four to six weeks out to allow all parties to firm up their internal schedules. The third when the order is on the integration floor, and the fourth at shipment. Add on your shipment delivery time and you have expected arrival at the customers site.

## AVAILABILITIES

The primary goal here is to have an availability that can be counted on when delivery quotes are made to a customer. A secondary goal is to reduce the number of APO's on the runbooks. If we succeed in the secondary goal we can expedite those critical orders that have required dates within availability without disrupting the bulk of the order backlog.

## PROVIDE A SHIP DATE WITHIN FOUR WORKING DAYS

One of the most timely and satisfying things that can happen to a customer and a salesperson is to receive an acknowledged ship date within just a few days after ordering a system, product, or whatever. In keeping with this "satisfaction," we will have delivery information out within four days or the sales office will have received notification as to the delay.

## 90% ON TIME SHIPMENT LEVEL

In all cases we will attempt to ship the week of the required date. An order without a required date will be interpreted as "ASAP" or ship as soon as possible. Our one intent will be to get the material to you when you need it. Not earlier and not later. If you have any comments or suggestions in this regard please feel free to call on us.

# 6. HP 300 IN EUROPE

## HP 300 — COMPUTER SYSTEM FOR EUROPEAN MARKETS
by Peter Rosenbladt — CSB

In six months of marketing the HP 300 in Europe the system has been very successful. What are the reasons for this success? I would like to analyze four areas which I believe explain very well why the HP 300 is the computer system for European markets:

### HP 300 IS A UNIQUE PRODUCT

Customers have accepted the integrated display system (IDS) as a truly new concept of operator-machine interaction. The ability to partition the display screen into multiple independent windows spawns the creation of highly interactive and heretofore impossible information system applications.

The new approach to software development using user-oriented interactive language subsystems is gratefully acknowledged by the professional programmer. Finally, here is a way to develop compiled-code software without the disadvantages to test it out.

Also, the HP 300 has been designed with the European market in mind. Local keyboards and character sets, the ability to generate all European characters from all keyboards, multilingual safety labels are the external signs of this. The fact that the HP 300 has been designed to meet all European safety requirements and conforms to tough radio frequency interference standards — an accomplishment duly attested by little inconspicuous stickers on the back of the machine — gives European customers the assurance that here is a product designed in recognition of local regulations.

Further, customers see real advantages in the ease with which an HP 300 can be configured, reconfigured, expanded or moved around — a computer which can be treated like a calculator.

### THE MARKET IS RIPE

For Europe the HP 300 is a computer with the right place in a market which is still dominated by overgrown magnetic ledger card computers that cost about as much. The HP 300 offers a real alternative here giving computer users a growth path which they know will not be limited by the ability of the computer to grow with them.

The European market for small business computers is rapidly expanding. Many business calculator users are now making the transition to a real computer and find the HP 300 the most promising choice. The European commercial sales force, having been very successful in selling calculators for commercial applications now find the HP 300 to be an excellent follow-on product for the markets they have been successful in. In almost all cases a commercial software supplier is involved.

The concept of departmental computers is not new to the European Market. One of our competitors has promoted the idea to 'putting the computer where the work arises' for years. So the HP 300 fits a well-established need for companies who want to decentralize their information processing and who have a central staff to develop applications for distributed computer installations.

## EUROPEAN REPRESENTATION ON THE DESIGN TEAM

Not only has the HP 300 been built with the European market in mind, it also had a European marketing representative in the factory for a year prior to its introduction. Localized sales literature, European Field Engineer, Systems Engineer and Customer Engineer training and active sales support from the newly-founded Commercial Systems Boeblingen Organization have increased the visibility of European HP 300 marketing and are likely to have contributed to a favorable European selling environment for the HP 300.

## PEOPLE BELIEVE IN THE HP NAME

HP has a very good reputation in Europe. A frequent comment on the HP 300 is:

**if HP invests so much in a major new product it must be good.**

Many HP 300 sales are based on this assumption, and it is our challenge to prove it correct.
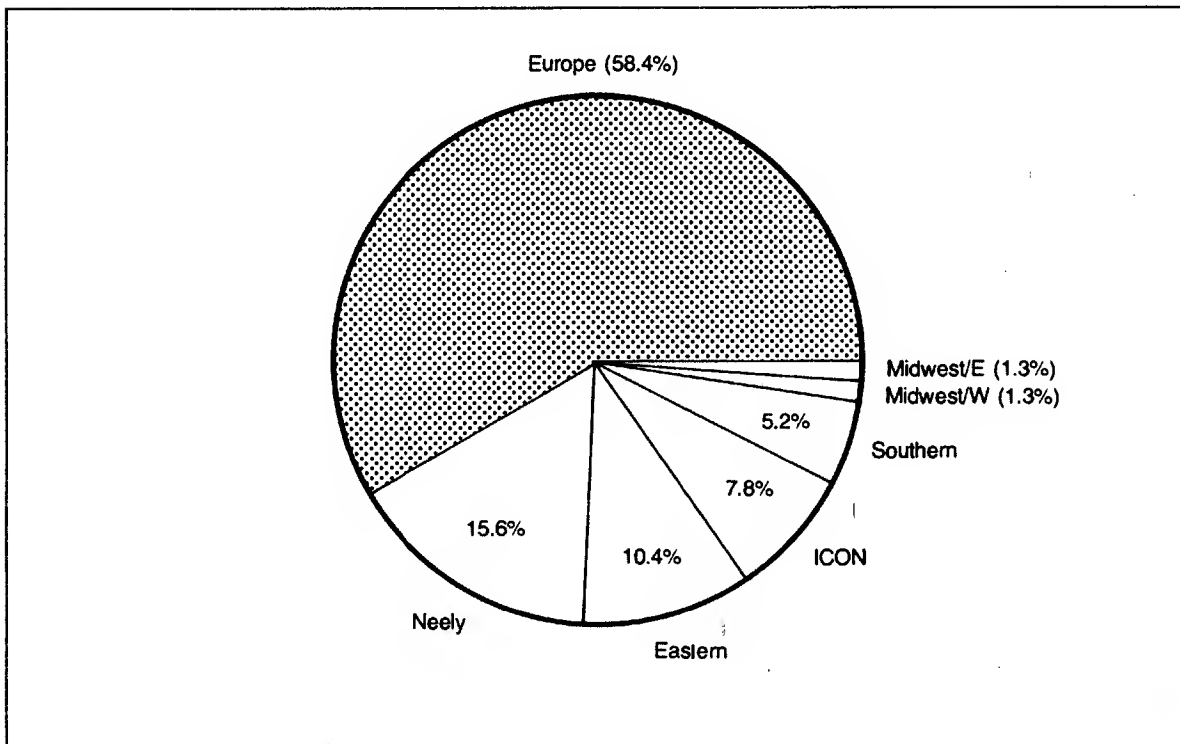


**Figure 17. HP 300 Regional Order Performance**
**(Through February 1979)**